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Dear Colleague,

'Antbassadors' learning resource

beatbullying, the Anti Bullying Alliance and Warner Bros. Pictures are delighted to announce the launch of the 'Antbassadors' learning resource to coincide with the release of The Ant Bully on August 4th.

Millions of children from across the UK will flock to see Ant Bully, the animated blockbuster of the summer starring Julia Roberts and Meryl Streep. Many of these young people will recognise the classic bullying story at the core of the film. beatbullying has teamed up with Warner Bros, to engage young people in a process of learning which will help them develop the lessons learned from the film into their own lives.

Educational, fun and interactive, the resources are a brilliant way to get the whole school involved in a fantastic end of term Ant Bully antstravaganza! The learning resources include interactive activities and games, including a snakes and ladders game with significant emotional intelligence learning outcomes, animation, video and audio, safety planning, Antbassador mediator resources for schools, children and their families and a brilliant competition, sponsored by B&Q where your school can win one of 100 friendship benches. All you have to do is log onto www.antbassadors.org , give us your details and you could win.

Patrons: Sara Cox, Joan Ruddock MP, Graham Norton, Dr Sarah Davidson

Registered charity no 1097631



The resource also includes vacation time activities and games designed for children to play with their parents and siblings, as well as work sheets so they can report back to school next academic year. We hope that thousands of children will become Antibassadors. An Antibassadorship is a very important role meaning children will have to pledge to support those around them, including their teachers, their brothers and sisters and their families.

There is also an Antibassador badge available for children to be awarded once they have gone through their Antibassadorship training. The badges are 50p each. **All money raised** is being ploughed back into an on-going project for all primary aged children across the UK called M8Z. If you log onto <http://www.m8z.org.uk/> you can see we have already begun.

This on-line resource will grow exponentially and will include everything a primary school ever needed to know about bullying, all delivered in an entertaining yet highly educational way. Critically - and totally pioneering for the charity sector - the site will include an inbuilt attitudinal change mechanism which will allow teachers to follow the learning progress of children in relation to issues of friendship, trust, respect, empathy and bullying, all from the comfort of their own computer.

The Antibassador resources are going live on July 10th 2006 all ready for the end of term extravaganza so please log onto www.antibassadors.org and let the antics begin!

If you would like to purchase Antibassador badges for your school or a class please fill in the enclosed proforma. Antibassador badges **are not being sold to the general public...**and they never will be. They are a celebration of Antibassador week and are only available to children.

Best regards

Team Beatbullying
The Anti-Bullying Alliance
Warner Bros. Pictures
B&Q

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